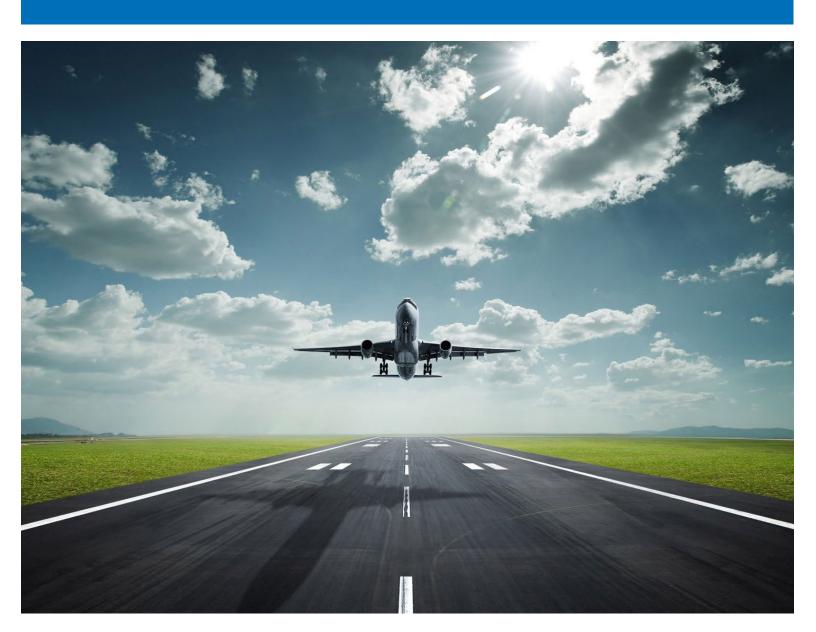


National Travel and Tourism Office

2014 Market Profile: Colombia



Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	390	419	425	495	497	602	748	881	491
Percentage Change (%)	12	8	1	17	0	21	24	18	126

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Travel and Tourism Exports ¹									
Travel (all purposes including education)									
Of which: Education Related	Data Unavailable								
Of which: Other Business/ Personal Travel									
Passenger Air Transportation									
Change (%) in Total Exports									

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: http://travel.trade.gov/pdf/restructuring-travel.pdf

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	51	49	-1.9
Online Travel Agency	43	33	-9.8
Personal Recommendation	23	32	9.4
National/State/City Travel Office	17	18	1.6
Travel Agency Office	10	12	2.5
Travel Guides	9	7	-1.9
Corporate Travel Dept.	7	7	-0.5
Tour Operator/Travel Club	4	5	1.5
Other	3	5	1.4

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	54	64	10.3
Visit Friends/Relatives	20	19	-1.1
Business	14	7	-6.2
Convention/Conference/Trade Show	5	5	0.6
Education	7	4	-3.3
Health Treatment	0	0	0.1
Religion/Pilgrimages	0	0	-0.3
Other	1	1	-0.3

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	68	75	7.2
Visit Friends/Relatives	40	39	-0.7
Business	16	10	-6.1
Convention/Conference/Trade Show	6	7	1.2
Education	8	5	-2.8
Religion/Pilgrimages	1	1	0.0
Health Treatment	0	1	0.4
Other	2	2	0.1
NET PURPOSES OF TRIP:			
Leisure & VFR	83	89	6.1
Business & Convention	21	15	-5.5

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	93	93	-0.4
Sightseeing	67	70	3.0
Amusement/Theme Parks	39	51	12.0
Experience Fine Dining	52	45	-7.4
Small Towns/Countryside	30	26	-3.9
National Parks/Monuments	25	26	1.1
Art Gallery/Museum	21	19	-2.1
Nightclubbing/Dancing	16	18	2.5
Historical Locations	23	17	-6.0
Guided Tours	19	16	-2.9
Concert/Play/Musical	17	12	-5.2
Cultural / Ethnic Heritage Sites	15	12	-2.4
Sporting Event	12	6	-5.6
Water Sports	4	5	0.8
Environ./Eco. Excursions	3	4	1.0
American Indian Communities	6	4	-1.7
Casinos/Gamble	8	4	-4.5
Golfing/Tennis	2	3	1.1
Snow Sports	5	2	-3.0
Hunting/Fishing	2	1	-0.9
Camping/Hiking	2	1	-1.2
Other	1	1	-0.4



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Rented Auto	39	48	9.2
Auto, Private or Company	41	37	-4.2
Air Travel between U.S. Cities	27	16	-10.3
City Subway/Tram/Bus	19	15	-3.5
Taxicab/Limousine	18	14	-4.5
Bus between Cities	18	13	-4.6
Cruise Ship/River Boat 1+ Nights	8	8	0.3
Ferry/River Taxi/Srt Scenic Cruise	10	5	-5.3
Railroad between Cities	11	4	-6.9
Rented Bicycle/Motorcycle/Moped	3	1	-1.8
Motor Home/Camper	0	0	0.2

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	65	78	12.5
Advance Trip Decision Time (median days)	45	60	15.0
Prepaid Package	5	7	1.5
First International Trip to the U.S.	20	22	1.9
Length of Stay in U.S. (mean nights)	15.4	16.9	1.5
Length of Stay in U.S. (median nights)	8	9	1.0
Number of States Visited (% 1 state)	71	82	10.6
Average Number of States Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	67	67	0.1
Average # of Nights in Hotel/Motel	6.9	6.9	0.0
Travel Party Size (mean # of persons)	1.6	1.8	0.2
Gender: % Male (among adults)	53	46	-6.3
Household Income (mean average)	\$68,159	\$63,467	-\$4,692
Household Income (median average)	\$41,040	\$45,000	\$3,960
Average Age: Female (among adults)	43	40	-2.7
Average Age: Male (among adults)	39	40	1.6

U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions(3)	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
South Atlantic	**	**	73.8	650
States				
Florida	**	**	69.0	608
Cities				
Miami	**	**	50.3	443
Orlando	**	**	35.0	308

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- Only census region, state, and city destinations having a sample size of 400 or more are displayed.

 Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census regions.html

Interested in data for your destination? The NTTO sells custom reports. To learn more, go to: http://travel.trade.gov/research/programs/ifs/customized.html

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

Publication Date: June 2015

Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

Sur	vey of International Air Travelo	ers: Table l	Number and Description
Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, Inclusive Tour Package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen. Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: http://travel.trade.gov/research/programs/ifs/index.html

For NTTO programs of interest visit:

http://travel.trade.gov/research/index.html

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

U.S. Department of Commerce

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